

# Towards a more sustainable tourism in the Mediterranean

Three Interreg Programmes joining forces

Florence, May 4<sup>th</sup> 2023  
9:30 - 17:00

Venue: Palazzo degli Affari - Piazza Adua, 1 - Florence (Italy):  
morning

 LIVE

Online streaming: Morning sessions only

*Italian/English/French Interpretation available (online and on site - morning session only)*

**NB: only invited and registered participants will be able to attend the event.**

Event moderated by Lorenza Berengo, journalist

9.00 - 9.30 Registration of participants (on site)

 LIVE

9.30 - 10.00 WELCOME REMARKS

- Paolo Ernesto Tedeschi, Director of the Territorial Competitiveness department and Managing Authority, Tuscany Region, Italy
- Jean-Pierre Halkin, Head of Unit, DG REGIO - Unit D.2 Interreg, Cross-Border Cooperation, Internal Borders, European Commission
- Jean-Luc Frès, Executive officer, European cohesion policy division National Agency for territorial cohesion, France
- Luca Palazzo, Officer, Department for Cohesion Policies at the Presidency of the Council of Ministers, Italy

 LIVE

10.00 - 10.20 **NEW SYNERGIES AND FUTURE PERSPECTIVES IN THE MEDITERRANEAN through a MULTIPROGRAMME COORDINATION MECHANISM**

Round table: Enhancing coordination among Programmes for a better governance

Moderated by Mercedes Acitores, INTERACT

- Filippo Giabbani/Giovanna Tortorella, Interreg Italy-France Maritime Managing Authority
- Aldo Puleo, Programme Officer, Interreg NEXT MED
- Curzio Cervelli, Coordinator, Interreg Euro-MED

 LIVE

10.20 - 11.15 **OPEN DEBATE**

11.15 - 11.45 **COFFEE BREAK**



11.45 - 12.15 **THE SUSTAINABLE TOURISM ERA**

The new era of tourism: pursuing the balance between economic development and sustainability

- Josep Rodriguez, Responsible for European projects and International Relations, Tourism Department, Barcelona Provincial Council
- Aurélie Moulins, Researcher in Marine Ecology, CIMA Research Foundation



12.15 - 13.00 **THE SUSTAINABLE TOURISM TOOLKIT**

- Presentation of the toolkit
- A selection of project's good practices

Project 1: Alen Matić, PANORAMED Project, Ministry of Regional Development and EU Funds - Directorate for European Territorial Cooperation, Croatia

Project 2: Lutecia Beainy MEDUSA Project Manager, Rene Moawad Foundation, Lebanon

Project 3: Elena Conti, RACINE Project, ANCI Toscana, Manager of the European unit and coordination of Next Generation EU, Italy



13.00 - 13.30 **LEARN AND PLAY**

Test your knowledge on Mediterranean Tourism.

Presented by Vincent Ernoux, Coordinator of the ENI CBC Med Branch Office for the Western Mediterranean

13.30 - 15.00 **NETWORKING LUNCH**

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15.00 - 16.30 THREE CHALLENGES TO OVERCOME TOGETHER

Working groups in separate meeting rooms

1. Reducing the environmental impact of tourism while improving well-being: improving the visibility of Mediterranean territories thanks to a greener and more socially responsible tourism.
2. Diversification, seasonality, and Circular Economy: paving the way for a new, greener and innovative tourism market.
3. Capacity building: supporting and empowering Mediterranean SMEs and local communities for a more sustainable and innovative tourism.

16.30 - 17.00 WRAP-UP: CONCLUSIONS

*End of meeting*

